



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 205644 /		<u>Alt Order #</u> 06852480
<u>Product</u> LINDA MCMAHON :30S		
<u>Contract Dates</u> 09/18/12 - 09/24/12	<u>Estimate #</u> 1312	
<u>Advertiser</u> POL/L McMahon 4 Senate		<u>Original Date / Revision</u> 09/14/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2570/SP271/TO1326		<u>Advertiser Ref</u>

And:

**Mentzer Media Services**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/18/12	09/21/12	News 8 @ 6a	6a-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				5	\$350.00	0.00			
N 2	WTNH	09/18/12	09/21/12	GMA	7a-9a		:30				NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				8	\$350.00	0.00			
N 3	WTNH	09/18/12	09/21/12	M-F 9a-10a	9a-10a		:30				NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				8	\$250.00	0.00			
N 4	WTNH	09/18/12	09/21/12	The View	11a-12p		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$450.00	0.00			
N 5	WTNH	09/18/12	09/21/12	News 8 Noon	12p-1230p		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$300.00	0.00			
N 6	WTNH	09/18/12	09/21/12	Connecticut Style	1230p-1p		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$250.00	0.00			
N 7	WTNH	09/18/12	09/21/12	The Chew	1p-2p		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$250.00	0.00			
N 8	WTNH	09/18/12	09/21/12	General Hospital	General Hospital		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$300.00	0.00			
N 9	WTNH	09/18/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				8	\$500.00	0.00			
N 10	WTNH	09/18/12	09/21/12	News 8 6p-630p	6p-630p		:30				NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$700.00	0.00			
N 11	WTNH	09/18/12	09/21/12	M-F 7p-730p	7p-730p		:30				NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$1,400.00	0.00			
N 12	WTNH	09/18/12	09/21/12	M-F 730p-8p	730p-8p		:30				NM	4	\$4,400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
205644 /	06852480

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	LINDA MCMAHON :30S	1312

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L McMahon 4 Senat	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$1,100.00	0.00			
N 13	WTNH	09/18/12	09/21/12	Nightline	1135p-120630a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$200.00	0.00			
N 14	WTNH	09/18/12	09/23/12	Late News 8	11p-11:35p		:30				NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTFSS				6	\$800.00	0.00			
N 15	WTNH	09/18/12	09/18/12	Tue Hour 3	10p-11p		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				2	\$3,000.00	0.00			
N 16	WTNH	09/20/12	09/20/12	Thur Hour 1	8p-9p		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				2	\$1,800.00	0.00			
N 17	WTNH	09/20/12	09/20/12	Thur Hour 2	9p-10p		:30				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$4,200.00	0.00			
N 18	WTNH	09/21/12	09/21/12	Fri Hour 1	8p-9p		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,800.00	0.00			
N 19	WTNH	09/21/12	09/21/12	Fri Hour 3	10p-11p		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$2,100.00	0.00			
N 20	WTNH	09/22/12	09/22/12	ABC College Footbll Prime	ABC College Footb		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				3	\$750.00	0.00			
N 21	WTNH	09/22/12	09/22/12	Sa News 8 Late News Late	1130p-12a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00	0.00			
N 22	WTNH	09/22/12	09/23/12	SaSu 6a-8a	6a-8a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				2	\$100.00	0.00			
N 23	WTNH	09/22/12	09/23/12	GMA SaSu	8a-9a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				2	\$200.00	0.00			
N 24	WTNH	09/23/12	09/23/12	ABC This Week	9a-10a		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$750.00	0.00			
N 25	WTNH	09/23/12	09/23/12	Su News 8 @ 6p	6p-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 26	WTNH	09/23/12	09/23/12	Sun Hour 1	7p-8p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				2	\$1,000.00	0.00			
N 27	WTNH	09/23/12	09/23/12	Emmy Awards	Emmy Awards		:30				NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				3	\$4,000.00	0.00			
N 28	WTNH	09/24/12	09/24/12	News 8 @ 6a	6a-7a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$350.00	0.00			
N 29	WTNH	09/24/12	09/24/12	GMA	7a-9a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				2	\$350.00	0.00			
N 30	WTNH	09/24/12	09/24/12	M-F 9a-10a	9a-10a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				2	\$250.00	0.00			
N 31	WTNH	09/24/12	09/24/12	The View	11a-12p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$450.00	0.00			
N 32	WTNH	09/24/12	09/24/12	News 8 Noon	12p-1230p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$300.00	0.00			
N 33	WTNH	09/24/12	09/24/12	Connecticut Style	1230p-1p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$250.00	0.00			
N 34	WTNH	09/24/12	09/24/12	The Chew	1p-2p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$150.00	0.00			
N 35	WTNH	09/24/12	09/24/12	General Hospital	General Hospital		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$300.00	0.00			
N 36	WTNH	09/24/12	09/24/12	News 8 5p-6p	5p-6p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				2	\$500.00	0.00			
N 37	WTNH	09/24/12	09/24/12	News 8 6p-630p	6p-630p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$700.00	0.00			
N 38	WTNH	09/24/12	09/24/12	M-F 7p-730p	7p-730p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,400.00	0.00			
N 39	WTNH	09/24/12	09/24/12	M-F 730p-8p	730p-8p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,100.00	0.00			
N 40	WTNH	09/24/12	09/24/12	Nightline	1135p-120630a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$300.00	0.00			
N 41	WTNH	09/24/12	09/24/12	Late News 8	11p-1135p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$800.00	0.00			
N 42	WTNH	09/24/12	09/24/12	Mon 8-10p	8p-10p		:30				NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				2	\$7,500.00	0.00			
N 43	WTNH	09/24/12	09/24/12	Mon Hour 3	10p-11p		:30				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$2,600.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>113</b>	<b>\$97,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	113	\$97,000.00	\$82,450.00
<b>Totals</b>	<b>113</b>	<b>\$97,000.00</b>	<b>\$82,450.00</b>

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EC'd Yes

Last Received: 09/14/2012 9:35 AM

Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency ( ) MENTZER MEDIA Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) L.MCMAHON 4 SENATE 600 FAIRMONT AVE, S#306 Sales Office ( ) KATE BRADY  
Product LINDA MCMAHON :30S TOWSON, MD 21286 Salesperson ( )  
Estimate# 1312 Agency C/P1/P2/E //1312 Salesperson Phone# 215-567-6005  
Buyer ANNE BRAUNSCHEIDEL Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE :30S SC=\*

--- REMARKS ---

THIS IS A REVISED ORDER  
LN 18 RATE CHNG  
REVISED TOTAL IS \$97000  
PLS CONFIRM  
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*18	09/21-09/21	F	8P-9P	1	:30	\$1,800.00		1		1	\$1,800.00	

Buyline Comment: SHARK TANK  
RATE CHNG

Sales Remark: V3 RATE CHNG  
V3 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 1 / \$1,800.00

---SALES MONTHLY TOTALS---

Sep 12: 113 / \$97,000.00  
Sales Totals: 113 / \$97,000.00  
Station Totals: 113 / \$97,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$350,054	CABL	0%	WCCT	0%	WCTX	1%	WFSB	40%	WHCT	0%
		WRDM	0%	WTIC	11%	WTNH	27%	WUVN	0%	WVIT	19%
		XXX	0%								

EC'd Yes Last Received: 09/14/2012 9:11 AM

Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency ( ) MENTZER MEDIA Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) L.MCMAHON 4 SENATE 600 FAIRMONT AVE, S#306 Sales Office ( )  
Product LINDA MCMAHON :30S TOWSON, MD 21286 Salesperson ( ) KATE BRADY  
Estimate# 1312 Agency C/P1/P2/E //1312 Salesperson Phone# 215-567-6005  
Buyer ANNE BRAUNSCHEIDEL Flight Dates 09/18/2012 - 09/24/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

--- CONTRACT COMMENT ---  
LINDA MCMAHON FOR SENATE :30S SC=\*

--- REMARKS ---  
SEE LN 18 FOR RATE REV  
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*18	09/21-09/21	F	8P-9P	1	:30	\$1,750.00		1		1	\$1,750.00	
Buyline Comment: SHARK TANK												
Station Remark: V2 RATE NEEDS TO BE REV TO \$1800 FOR GRID 3												

---REPORT TOTALS---  
Report Totals: 1 / \$1,750.00

---SALES MONTHLY TOTALS---  
Sep 12: 113 / \$96,950.00  
Sales Totals: 113 / \$96,950.00  
Station Totals: 113 / \$96,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$349,874  
CABL 0% WCCT 0% WCTX 1% WFSB 40% WHCT 0%  
WRDM 0% WTIC 11% WTNH 27% WUVN 0% WVIT 19%  
XXX 0%

Books null  
Demos RA35+

Rep Order#	6852480	Ver#	1	Status	New	Traffic Order#	205444	Printed:	09/14/2012 9:11 AM	1 of 5
EC'd	Yes							Last Received:	09/14/2012 9:07 AM	
								Showing Buylines:	All Lines	

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) LMCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1312  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1312  
Flight Dates 09/18/2012 - 09/24/  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE : 30S SC=\*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/18-09/21	TU-F	6A-7A	5	:30	\$350.00	3	5	---	1	\$1,750.00	---
	Buyline Comment: NEWS											
2	09/18-09/21	TU-F	7A-9A	8	:30	\$350.00	3	8	---	1	\$2,800.00	---
	Buyline Comment: GMA											
3	09/18-09/21	TU-F	9A-10A	8	:30	\$250.00	3	8	---	1	\$2,000.00	---
	Buyline Comment: DR PHIL											
4	09/18-09/21	TU-F	11A-12P	4	:30	\$450.00	3	4	---	1	\$1,800.00	---
	Buyline Comment: THE VIEW											
5	09/18-09/21	TU-F	12P-1230P	4	:30	\$300.00	3	4	---	1	\$1,200.00	---
	Buyline Comment: NEWS											
6	09/18-09/21	TU-F	1230P-1P	4	:30	\$250.00	3	4	---	1	\$1,000.00	---
	Buyline Comment: CT STYLE											
7	09/18-09/21	TU-F	1P-2P	4	:30	\$250.00	3	4	---	1	\$1,000.00	---
	Buyline Comment: THE CHEW											
8	09/18-09/21	TU-F	2P-3P	4	:30	\$300.00	3	4	---	1	\$1,200.00	---
	Buyline Comment: GMA											
9	09/18-09/21	TU-F	5P-6P	8	:30	\$500.00	3	8	---	1	\$4,000.00	---
	Buyline Comment: NEWS											
10	09/18-09/21	TU-F	6P-630P	4	:30	\$700.00	3	4	---	1	\$2,800.00	---
	Buyline Comment: NEWS											



Rep Order#	6852480	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 09/14/2012 9:11 AM  
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Showing Buylines: All Lines

3 of 5

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L.MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1312  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1312  
Flight Dates 09/18/2012 - 09/24/  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
22	09/22-09/23	SA-SU	6A-8A	2	:30	\$100.00	4	2		1	\$200.00	
	Buyline Comment: GD MORN CT											
23	09/22-09/23	SA-SU	8A-9A	2	:30	\$200.00	4	2		1	\$400.00	
	Buyline Comment: GMA WKEND											
24	09/23-09/23	SU	9A-10A	1	:30	\$750.00	1	1		1	\$750.00	
	Buyline Comment: THIS WEEK											
25	09/23-09/23	SU	6P-630P	1	:30	\$350.00	3	1		1	\$350.00	
	Buyline Comment: NEWS											
26	09/23-09/23	SU	7P-8P	2	:30	\$1,000.00	3	2		1	\$2,000.00	
	Buyline Comment: AFV											
27	09/23-09/23	SU	8P-11P	3	:30	\$4,000.00	3	3		1	\$12,000.00	
	Buyline Comment: EMMY AWARDS											
28	09/24-09/24	M	6A-7A	1	:30	\$350.00	3	1		1	\$350.00	
	Buyline Comment: NEWS											
29	09/24-09/24	M	7A-9A	2	:30	\$350.00	3	2		1	\$700.00	
	Buyline Comment: GMA											
30	09/24-09/24	M	9A-10A	2	:30	\$250.00	3	2		1	\$500.00	
	Buyline Comment: DR PHIL											
31	09/24-09/24	M	11A-12P	1	:30	\$450.00	3	1		1	\$450.00	
	Buyline Comment: THE VIEW											
32	09/24-09/24	M	12P-1230P	1	:30	\$300.00	3	1		1	\$300.00	
	Buyline Comment: NEWS											



Rep Order#	6852480	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

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Showing Buylines: All Lines

4 of 5

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L.MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1312  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
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TOWSON, MD 21286  
Agency C/P1/P2/E //1312  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
33	09/24-09/24	M	1230P-1P	1	:30	\$250.00	3	1		1	\$250.00	
Buyline Comment: CT STYLE												
34	09/24-09/24	M	1P-2P	1	:30	\$150.00	4	1		1	\$150.00	
Buyline Comment: THE CHEW												
35	09/24-09/24	M	2P-3P	1	:30	\$300.00	3	1		1	\$300.00	
Buyline Comment: GMA												
36	09/24-09/24	M	5P-6P	2	:30	\$500.00	3	2		1	\$1,000.00	
Buyline Comment: NEWS												
37	09/24-09/24	M	6P-630P	1	:30	\$700.00	3	1		1	\$700.00	
Buyline Comment: NEWS												
38	09/24-09/24	M	7P-730P	1	:30	\$1,400.00	3	1		1	\$1,400.00	
Buyline Comment: JEOPARDY												
39	09/24-09/24	M	730P-8P	1	:30	\$1,100.00	3	1		1	\$1,100.00	
Buyline Comment: WHEEL												
40	09/24-09/24	M	1135P-1205A	1	:30	\$300.00	3	1		1	\$300.00	
Buyline Comment: NIGHTLINE												
41	09/24-09/24	M	11P-1135P	1	:30	\$800.00	3	1		1	\$800.00	
Buyline Comment: NEWS												
42	09/24-09/24	M	8P-10P	2	:30	\$7,500.00	2	2		1	\$15,000.00	
Buyline Comment: DWTS												
43	09/24-09/24	M	10P-11P	1	:30	\$2,600.00	3	1		1	\$2,600.00	
Buyline Comment: CASTLE												

Station WTNH-TV NEW HAVEN, CT.  
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Phone#  
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Rep Firm  
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Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 113 / \$96,950.00

---SALES MONTHLY TOTALS---

Sep 12: 113 / \$96,950.00  
Sales Totals: 113 / \$96,950.00  
Station Totals: 113 / \$96,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$349,874	CABL 0%	WCCT 0%	WCTX 1%	WFSB 40%	WHCT 0%
		WRDM 0%	WTIC 11%	WTNH 27%	WUVN 0%	WVIT 19%
		XXX 0%				

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE